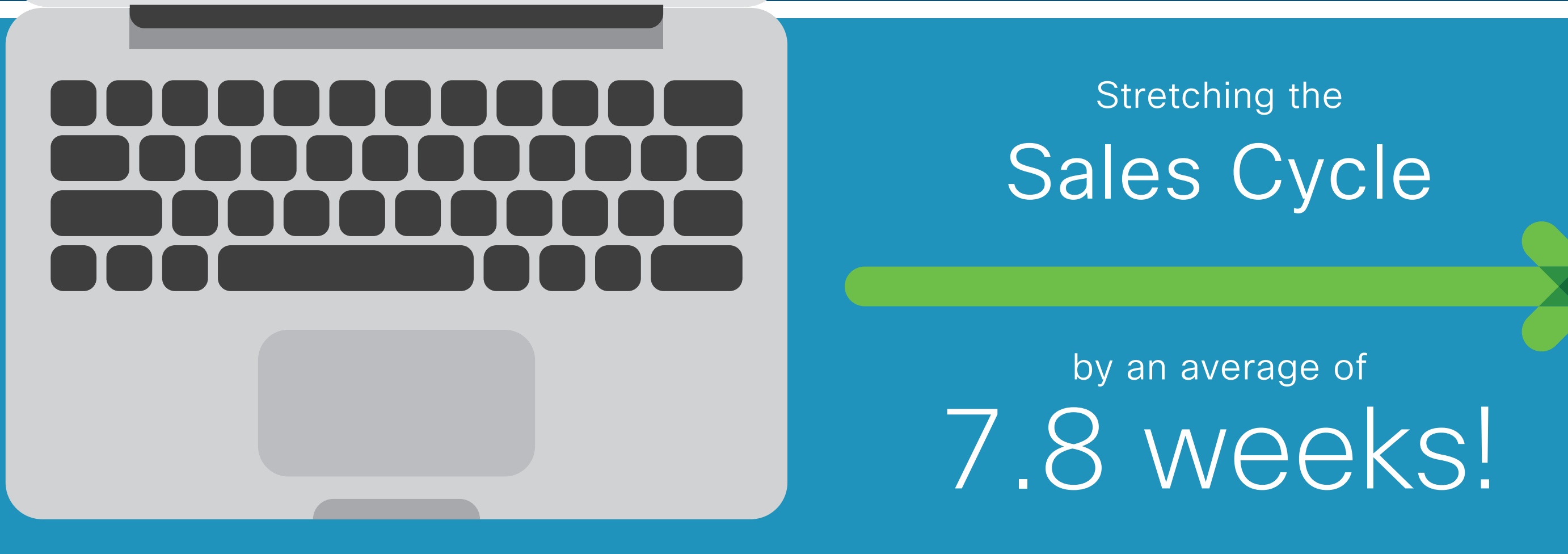


# Good privacy is good for business



## Sales Delays Due to Data Privacy Concerns From Customers

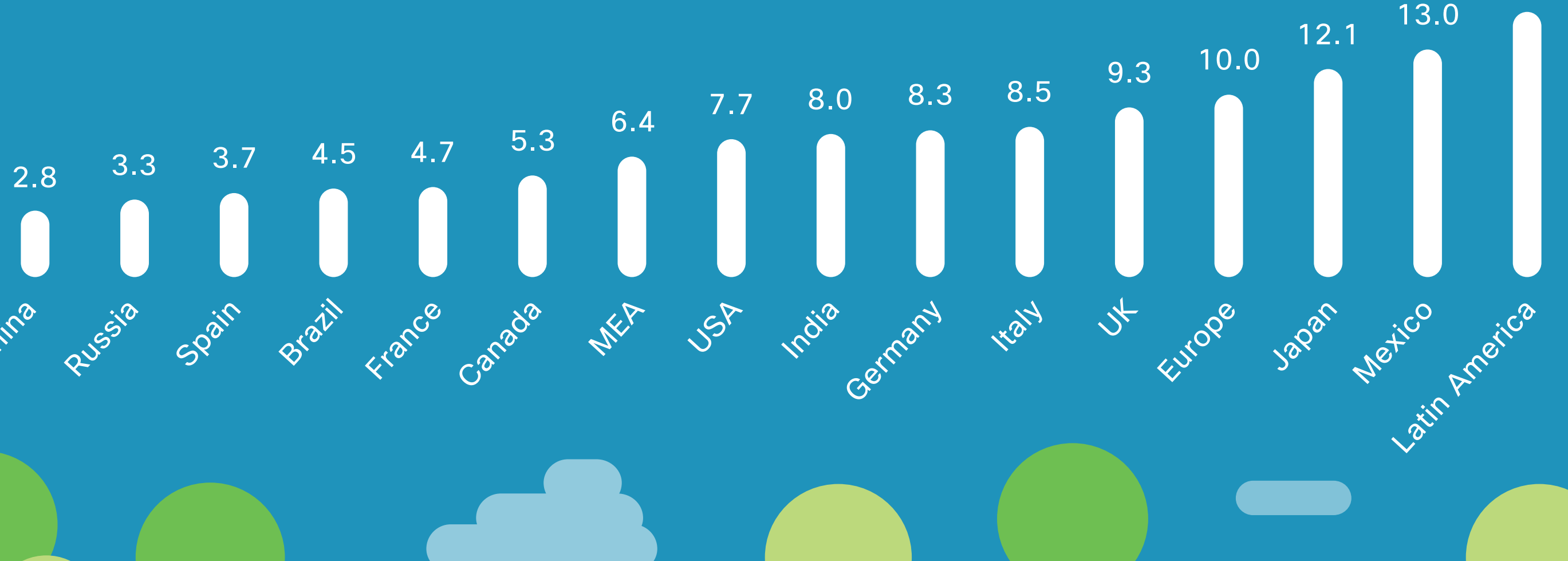


## Why are Sales Delays Bad?

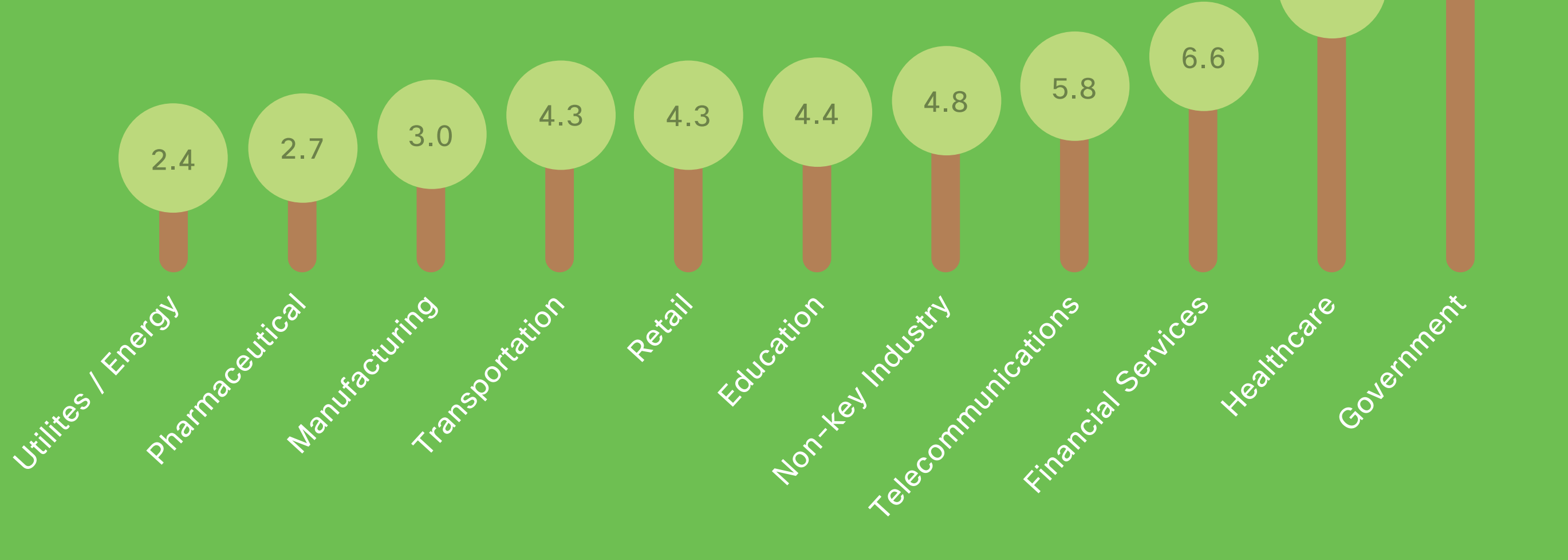
- Can cause company to miss quarterly/annual targets
- Delayed sales are more likely to result in lost revenue
- Risk of impeding customer relationships and making it harder to do business



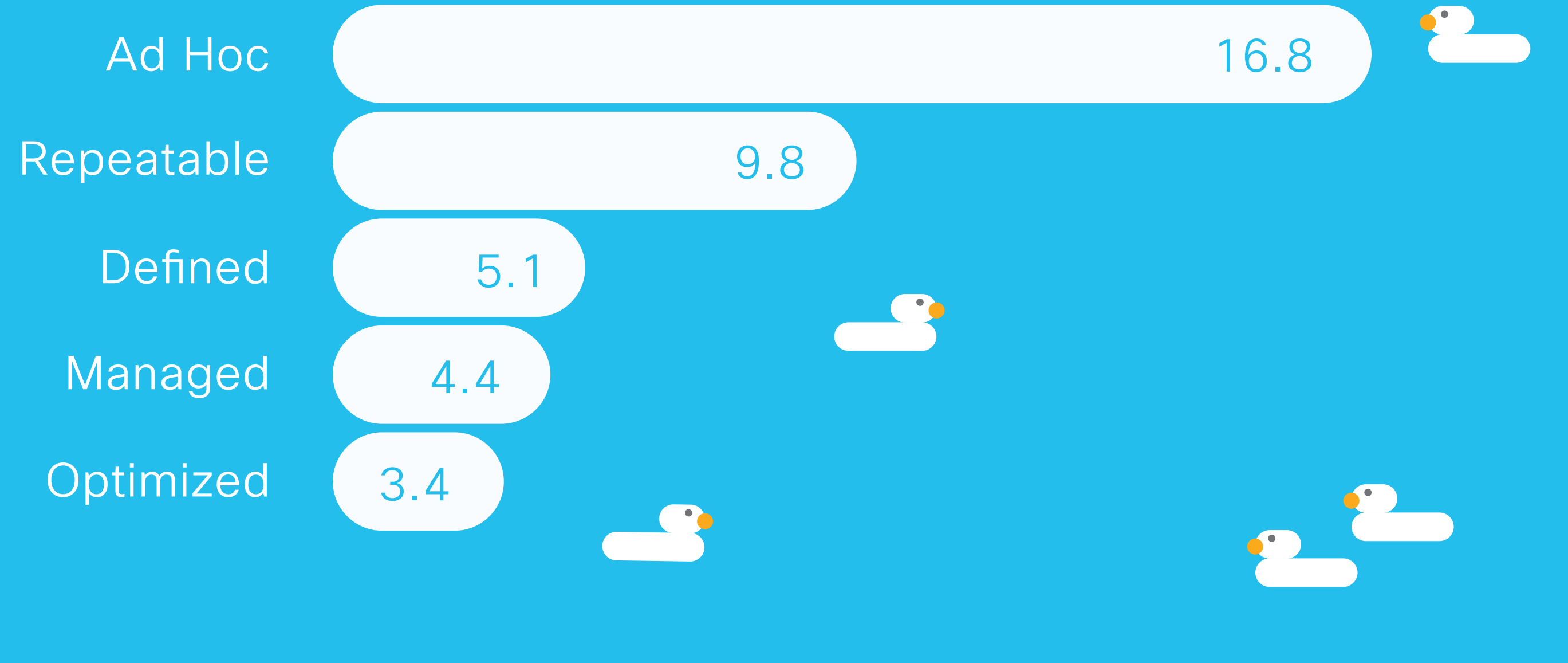
## Average Sales Delay by Country



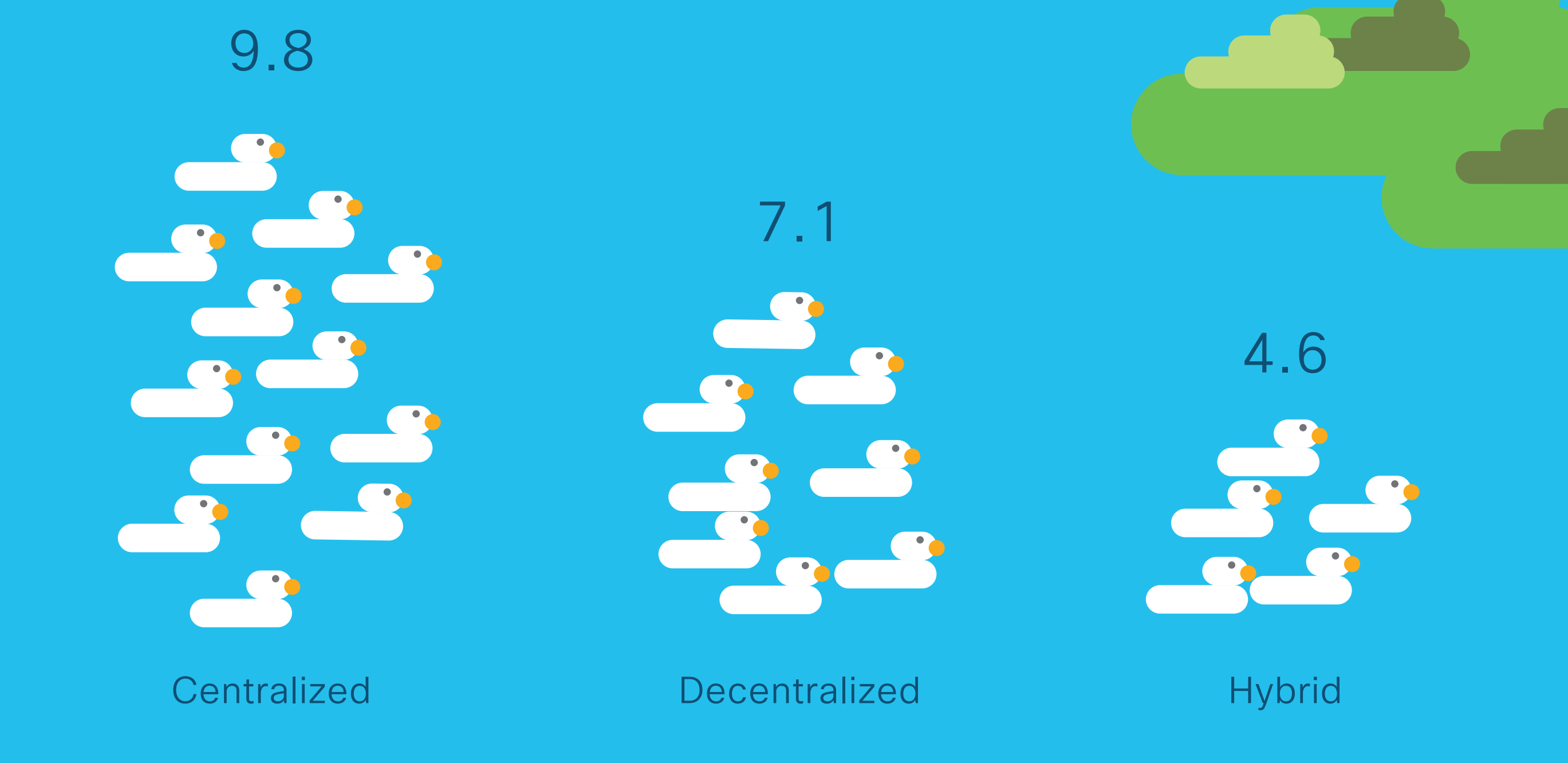
## Average Sales Delay by Industry



## Average Sales Delay, by Privacy Maturity Level



## Average Sales Delay by Privacy Organizational Model



## Recommendations to Organizations

- Measure the current delays
- Develop a data privacy and protection plan
- Assess root causes
- Establish ongoing metrics and targeted initiatives
- Explore effects on cyber losses

Source: Cisco 2018 Privacy Maturity Benchmark Study

For more information, go to [Cisco Data Privacy](#)